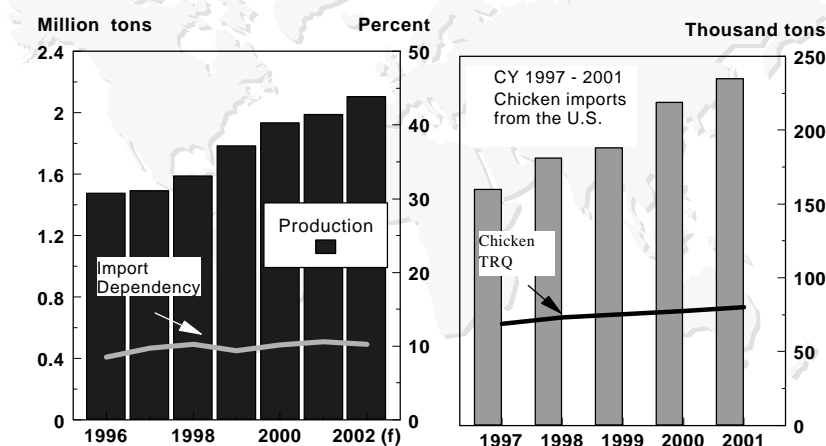


# Mexico's Broiler Situation

	1996	1997	1998	1999	2000	2001(p)	2002 (f)
(1,000 tons ready to cook equivalent)							
Production	1,478	1,493	1,587	1,784	1,936	1,989	2,108
Imports	138	160	181	188	219	235	240
Consumption	1,616	1,653	1,768	1,972	2,155	2,224	2,348

## Mexican Imports Dominated by U.S. Chicken as Imports Continue Well Above NAFTA Tariff Rate Quota Level



Mexican imports of broiler meat are forecast to increase by 2 percent to 240,000 tons in 2002, again surpassing the current NAFTA tariff rate quota (TRQ) of 82,340 tons for 2002. The United States supplies approximately 80 percent of Mexico's broiler imports. Mexican broiler consumption is forecast to increase 6 percent in 2002. This substantial growth in consumption is forecast to be a result of relatively stable exchange rates, population growth, affordable prices, and increased consumer awareness of eating low-fat meat. Chicken continues to be a popular item with consumers because it is less expensive than red meat. Mexican broiler meat production in 2002 is projected to increase nearly 6 percent because of lower production costs and a stable peso. U.S. broiler exports to Mexico were valued at \$119 million in 2001; Mexico is the third largest broiler export market for the United States.